

DIVYA SHARMA

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Career Objective: -

- ❖ Sales professional with 4+ years' experience in lead generation and lead qualification, proven customer service, and communication skills to effectively fill the Sales Associate role in your company.
- ❖ Collaborative and result-oriented individual with ability to generate high-quality leads and convert them into sales desires to work at MNC Inc. as a Business Development and Sales Executive.

Working as Senior Territory Executive At Gujarat In Captain Tractors Pvt. Ltd.

Period: - From – Dec.2021 to till date.

❖ Key Deliverables: -

➤ CUSTOMER: -

- (1) Identify Customer Segments based on the data collated from multiple sources such as Village Fact Sheet (VFS), KVKs, Agri colleges, RTO etc.
- (2) Drive Village level customer interaction programs to strengthen customer relationships with support from Territory Managers.
- (3) Frequently Interact with high value & influential customers with sound Agri knowledge to understand their latent needs, seek inputs and make them as brand ambassadors.
- (4) Create unique solutions for each customer profile / segment. Translate & quantify solution in terms of customer value & lifetime profitability.
- (5) Train salesmen to understand customer needs and provide end-to-end solutions instead of focusing on just one-time tractor sales (Application oriented sales). Make crop economics available at salesmen level.

➤ FINANCIAL: -

- (1) Create a dealer profitability sheet, regularly monitor credit parameters as well as drive operational efficiency at the dealership.
- (2) Strengthen Dealer CDMS management, Put into place quarterly action plan for improvement in Required Vs Actual CDMS parameters, monthly review.
- (3) Enable faster retails, lower inventory levels & the appropriate product mix based on demand
- (4) Identify areas for increasing revenue through multiple revenue sources such as service (Spares, Oil, PWCC, accessories), implements and reducing costs for improving overall profitability.
- (5) Carry out cost benefit analysis for the customer and make recommendations as per the financial health of a customer.

➤ DATA AND TECHNOLOGY: -

- (1) Identify focused Villages basis Earning Potential (EPI), Real Income & Rural Sentiment Index (RSI), Geonomics and other key parameters (Identify markets, demos, route plan, product, etc.)

- (2) Enable data enrichment by leveraging Idea next.
- (3) Create a 360 degrees plan with Branch Team at the beginning of the year and monitor on a monthly basis.
- (4) Conduct opening meeting every month to set salesmen-wise targets of enquiry generation & delivery for the month.
- (5) Ensure daily updatation of enquiries, PWCC, NPCC in CDMS & ensure right data entry for all necessary parameters at dealership level.
- (6) Forecast Sales with the help of CDMS database for effective inventory management & target
- (7) Create Digital platform & a delight experience for farmers at dealership Strengthen usage of TAB for Sales module
- (8) Sharpen Competition Intelligence in terms of product knowledge, marketing strategy, policies, best practices, pricing, offerings, schemes, etc.

➤ **MANAGING PEOPLE AND STAKEHOLDERS: -**

- (1) Attract & Retain right quality salesmen at dealership.
- (2) Hire manpower at Branch level who has expertise on all Agri related aspects (Agri doctor).
- (3) Design & roll out a structured Induction Program for New Salesmen & handhold them for getting on-board at the earliest. Ensure field visit and prepare TAC-Travel Accompaniment Checklist for Salesmen Assessment, action plans for improvement / PDCA.

➤ **STRATEGIC BUSINESS ORIENTATION: -**

- (1) Share knowledge of the tractor industry dynamics (external & internal), changing trends with dealer salesmen team & keep them aligned to organizational strategy. Adapt self, team & plan to dynamic changes in the industry swiftly.
- (2) Analyse business & performance trends at Branch & support in decision making.
- (3) Create short term and long-term business strategy for sustainable business operations
- (4) Implement competition-based strategy / Product Positioning strategy.

❖ **Core Competencies -**

- **Sales & Marketing.**
- **Competitor/Trend Analysis.**
- **Team Management.**
- **Business Development.**
- **Strategy & Product Development.**
- **Client Relationship Management.**
- **Old Customer Meet.**
- **Service Camp.**

Education: -

Examination	Board/university	Year	% Marks	Division
Graduation In Arts	Vmou Kota	2017	50.89	Second
Polytechnic	Govt. Polytechnic College Jhalawar	2014	60.15	First
XII	RSOS Jaipur	2012	56.60	Second
X	RBSE Ajmer	2009	70.33	First
MBA In Sales Marketing	Vmou Kota	Running	Running	Running

Professional : -

- Undergone Industrial Training at “Kalisindh Super Thermal Power Projects Jhalawar”.
- DCM Shriram Ltd. QA Analyst on Contract Basis. (August 2016-September2017).
- Sales Manager At Gupta&Mahindra Tractors Bhawanimandi. (July2019-November 2021).
- Senior Territory Executive At Gujarat In Captain Tractors Pvt. Ltd.(DEC. 2021 To Till Date).

Personal Profile: -

Date of Birth - 13th June 1993.
Father's Name - Shri Ajay Sharma.
Sex - Male.
Marital Status - UnMarried.
Address - Purani Dhan Mandi Jhalrapatan Dist.-Jhalawar.

I certify that the above information given true to the best of my knowledge and belief.

(Divya Sharma)